

Plaintiffs' Exhibit 148

July 28, 2023

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Page 1

UNITED STATES DISTRICT COURT

FOR THE

EASTERN DISTRICT OF VIRGINIA

-----X
United States et al.,

Plaintiff,

v.

GOOGLE LLC,

Defendant.

-----X
Civil Action No. 1:23-CV-00108

HIGHLY CONFIDENTIAL

VIDEOTAPED DEPOSITION

OF

JOHN DEDERICK

FRIDAY, JULY 28, 2023

Reported by:
CANDIDA BORRIELLO
JOB NO. 6418591-001-001

July 28, 2023

10 to 13

<p style="text-align: right;">Page 10</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 me is Amanda Strick.</p> <p>3 MS. PREWITT: I'll just note my</p> <p>4 appearance as well. Elizabeth</p> <p>5 Prewitt, from Latham & Watkins, on</p> <p>6 behalf The Trade Desk. Also with us</p> <p>7 is Adam Chiu and Becky McMahon. As</p> <p>8 well as counsel for The Trade Desk</p> <p>9 Julie Kleeman.</p> <p>10 MS. RHEE: I believe the court</p> <p>11 reporter has the appearances for the</p> <p>12 record for Google.</p> <p>13 BY MS. RHEE:</p> <p>14 Q. Mr. Dederick, I'm now going to</p> <p>15 actually direct your attention to the</p> <p>16 relevant passage of The Trade Desk's annual</p> <p>17 10-K, okay?</p> <p>18 A. Okay.</p> <p>19 Q. Now, you understand that this</p> <p>20 filing by The Trade Desk's submitted yearly</p> <p>21 to the US Securities and Exchange Commission</p> <p>22 is a signed statement by the company's chief</p> <p>23 financial officer pursuant to the</p> <p>24 requirements of the Securities and Exchange</p> <p>25 Act, correct?</p>	<p style="text-align: right;">Page 12</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 MR. VERNON: Yes.</p> <p>3 THE VIDEOGRAPHER: We are going</p> <p>4 off the record. The time is 9:43 a.m.</p> <p>5 (Whereupon, a brief recess was</p> <p>6 taken.)</p> <p>7 THE VIDEOGRAPHER: We are back on</p> <p>8 the record. The time is 9:48 a.m.</p> <p>9 BY MS. RHEE:</p> <p>10 Q. Mr. Prewitt [sic], as The Trade</p> <p>11 Desk corporate representative, you stand by</p> <p>12 the company's annual 10-K report's, correct?</p> <p>13 MS. PREWITT: Counselor --</p> <p>14 MR. VERNON: Objection. Vague.</p> <p>15 A. I'm sorry, you're referring to me?</p> <p>16 Q. Yes.</p> <p>17 MS. PREWITT: Counsel, for the</p> <p>18 record, you called him Ms. Prewitt, I</p> <p>19 think that was the hesitation there.</p> <p>20 A. Yeah.</p> <p>21 Will you repeat the question,</p> <p>22 please?</p> <p>23 Q. I'm sorry.</p> <p>24 Mr. Dederick, as the company's</p> <p>25 corporate representative, you stand by the</p>
<p style="text-align: right;">Page 11</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 A. I am familiar that this document is</p> <p>3 intended to notify and advise shareholders</p> <p>4 and prospective shareholders, yes.</p> <p>5 Q. And what happens to companies that</p> <p>6 make misstatements in these annual 10-K</p> <p>7 reports?</p> <p>8 MS. PREWITT: Objection. Outside</p> <p>9 the scope of the notice topics, as</p> <p>10 well there's no foundation --</p> <p>11 Q. You're to answer the question.</p> <p>12 MS. PREWITT: Let me finish my</p> <p>13 objection, I was continuing with an</p> <p>14 objection, which is, first it's</p> <p>15 outside the scope. Second of all, you</p> <p>16 don't have a factual basis and no</p> <p>17 foundation to assume that this witness</p> <p>18 would be knowledgeable on this topic.</p> <p>19 He's a representative of The Trade</p> <p>20 Desk on noticed topics that you</p> <p>21 outlined in your notice.</p> <p>22 MS. RHEE: Let's go off the</p> <p>23 record.</p> <p>24 THE VIDEOGRAPHER: All parties</p> <p>25 agree to go off the record?</p>	<p style="text-align: right;">Page 13</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 company's annual 10-K report, correct?</p> <p>3 MR. VERNON: Same objection.</p> <p>4 A. Yes.</p> <p>5 Q. So, let's actually turn to page 5</p> <p>6 and to make this go easier, I've highlighted</p> <p>7 the relevant passage that I want to direct</p> <p>8 your attention to, okay?</p> <p>9 So, on the top of the page under</p> <p>10 the heading Overview, you see where it says:</p> <p>11 The Trade Desk offers a</p> <p>12 self-service cloud-based ad buying platform</p> <p>13 that empowers our clients to plan, manage,</p> <p>14 optimize and measure more expressive data</p> <p>15 driven digital advertising campaigns.</p> <p>16 Do you see that?</p> <p>17 A. Yes.</p> <p>18 Q. Is that an accurate description of</p> <p>19 The Trade Desk's business?</p> <p>20 A. Yes, The Trade Desk is a DSP and</p> <p>21 that's an accurate description of a DSP.</p> <p>22 Q. Now, the next sentence says:</p> <p>23 Our platform allows clients to</p> <p>24 execute integrated campaigns across ad</p> <p>25 formats and channels, including video, which</p>

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14 to 17

<p style="text-align: right;">Page 14</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 includes Connected TV, CTV, Display, audio,</p> <p>3 digital out of home, native and social on a</p> <p>4 multitude of devices, such as computers,</p> <p>5 mobile devices, televisions and streaming</p> <p>6 devices.</p> <p>7 Do you see that?</p> <p>8 A. Yes.</p> <p>9 Q. Is that an accurate description of</p> <p>10 The Trade Desk's business?</p> <p>11 A. Yes. And I would add that when we</p> <p>12 refer to clients, we refer to media buyers</p> <p>13 who are leveraging a DSP.</p> <p>14 Q. So, continuing on, the next</p> <p>15 paragraph actually talks about The Trade</p> <p>16 Desk's clients.</p> <p>17 Do you see that?</p> <p>18 A. Uh-huh.</p> <p>19 Q. It says:</p> <p>20 Our clients are advertising</p> <p>21 agencies, brands and other service providers</p> <p>22 for advertisers with whom we entered into</p> <p>23 ongoing master services agreements.</p> <p>24 Do you see that?</p> <p>25 A. Yes.</p>	<p style="text-align: right;">Page 16</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 Q. When did The Trade Desk go public?</p> <p>3 A. If memory serves, The Trade Desk</p> <p>4 went public in 2016.</p> <p>5 Q. Now, I want to direct your</p> <p>6 attention to page 3 of this 2022 annual</p> <p>7 report.</p> <p>8 Now, under the Summary of Risk</p> <p>9 Factors, do you see in the fourth bulleted</p> <p>10 item the following:</p> <p>11 The market in which we participate</p> <p>12 is intensely competitive and we may not be</p> <p>13 able to compete successfully with our current</p> <p>14 and future competitors.</p> <p>15 Do you see that?</p> <p>16 A. I don't believe that's the fourth</p> <p>17 bullet, for clarity.</p> <p>18 Q. I'm sorry, the fourth bullet from</p> <p>19 the bottom.</p> <p>20 A. Okay.</p> <p>21 Q. Do you see that?</p> <p>22 A. I see that sentence.</p> <p>23 Q. Do you stand by that statement in</p> <p>24 The Trade Desk's annual report as the</p> <p>25 company's corporate representative?</p>
<p style="text-align: right;">Page 15</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 Q. Is that an accurate description of</p> <p>3 The Trade Desk's clients?</p> <p>4 A. Yes, and all of those are buyers.</p> <p>5 And for clarity, the brands really means</p> <p>6 advertisers in that context.</p> <p>7 Q. Now, the next two sentences go on</p> <p>8 to state:</p> <p>9 We generate revenue by charging our</p> <p>10 clients a platform fee based on a percentage</p> <p>11 of a client's total spend on advertising. We</p> <p>12 also generate revenue from providing data and</p> <p>13 other value added services and platforms</p> <p>14 features.</p> <p>15 Is that an accurate description of</p> <p>16 the way in which The Trade Desk generates</p> <p>17 revenue?</p> <p>18 A. Yes, The Trade Desk generates</p> <p>19 revenue based on the media buying activity of</p> <p>20 those clients on our platform and that's an</p> <p>21 accurate representation of how.</p> <p>22 Q. Now, when was The Trade Desk</p> <p>23 established?</p> <p>24 A. The Trade Desk was established in</p> <p>25 2009.</p>	<p style="text-align: right;">Page 17</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 MR. VERNON: Objection. Vague.</p> <p>3 A. I think it's important to note the</p> <p>4 context of risk factors offered in a document</p> <p>5 like this, the context will be to provide</p> <p>6 prospective shareholders and our shareholders</p> <p>7 a summary of our business to help insulate</p> <p>8 from lawsuits or SEC violations. And so, the</p> <p>9 idea that we as a DSP compete with DSPs like</p> <p>10 DV360 and that is a very intense competition</p> <p>11 is accurate.</p> <p>12 I would also note under these risk</p> <p>13 factors --</p> <p>14 Q. I'm sorry.</p> <p>15 A. I would note that there's a</p> <p>16 section --</p> <p>17 Q. Hold on a second.</p> <p>18 MR. VERNON: I think you have to</p> <p>19 let him -- objection. Please let him</p> <p>20 finish his answer.</p> <p>21 Q. Let me -- let me ask you the next</p> <p>22 question, okay? You've answered my question.</p> <p>23 MR. VERNON: Please let him finish</p> <p>24 his --</p> <p>25 A. So, I would also note that there's</p>

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150 to 153

<p style="text-align: right;">Page 150</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 So, for my questions, unless I say</p> <p>3 otherwise, I'm only asking you to answer</p> <p>4 based on your personal knowledge only.</p> <p>5 Does that make sense?</p> <p>6 A. Yes.</p> <p>7 Q. If at any point you feel like you</p> <p>8 have information that is within the knowledge</p> <p>9 of The Trade Desk, but not within your own</p> <p>10 personal knowledge, can you just state so,</p> <p>11 state that and then we'll deal with it from</p> <p>12 there.</p> <p>13 Does that make sense?</p> <p>14 A. Yes.</p> <p>15 Q. Okay. Let me ask you really</p> <p>16 briefly just about your background.</p> <p>17 Where were you born and raised?</p> <p>18 A. I was born and raised -- I was born</p> <p>19 in a New York Hospital, but raised in a New</p> <p>20 Jersey suburb called Westfield, New Jersey.</p> <p>21 Q. Did you attend college?</p> <p>22 A. Yes.</p> <p>23 Q. Where did you go to college?</p> <p>24 A. Connecticut College.</p> <p>25 Q. What did you major in?</p>	<p style="text-align: right;">Page 152</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 the people that help the sales team in market</p> <p>3 tell their stories, that group is also with</p> <p>4 me.</p> <p>5 Q. And can you just very briefly</p> <p>6 describe the other positions that you've held</p> <p>7 at The Trade Desk in your role and</p> <p>8 responsibilities for those positions?</p> <p>9 A. Okay. I came on, you know, 17</p> <p>10 employees at The Trade Desk, not yet</p> <p>11 profitable, you know, really just starting</p> <p>12 the sales organization as the first person</p> <p>13 fully dedicated to selling and getting new</p> <p>14 clients. We built up our relationships</p> <p>15 across the industry and I started managing a</p> <p>16 pod of sellers in our east coast business and</p> <p>17 then I managed our east coast sales</p> <p>18 organization. I moved on to manage our North</p> <p>19 American sales organization. And after that,</p> <p>20 moved over to launch this large client</p> <p>21 organization, which is really the team that</p> <p>22 I've built now, who, you know, I oversee in</p> <p>23 my current responsibilities as chief client</p> <p>24 officer.</p> <p>25 Q. I think you worked at WebMD from</p>
<p style="text-align: right;">Page 151</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 A. Music.</p> <p>3 Q. Do you serve on any professional</p> <p>4 boards?</p> <p>5 A. I serve on, you know, industry</p> <p>6 board of Advertiser Perceptions and I've</p> <p>7 participated in some mobile marketing</p> <p>8 association boards in the past, really more</p> <p>9 industry body than corporate boards.</p> <p>10 Q. And when you say industry body</p> <p>11 boards, what -- what industry are you</p> <p>12 referring to?</p> <p>13 A. Advertising industry.</p> <p>14 Q. When did you join The Trade Desk?</p> <p>15 A. February of 2012.</p> <p>16 Q. And what is your position today?</p> <p>17 A. Chief client officer and EVP.</p> <p>18 Q. And so briefly, what are your</p> <p>19 responsibilities as chief client officer of</p> <p>20 The Trade Desk?</p> <p>21 A. I oversee really our large client</p> <p>22 organization, so our relationships across</p> <p>23 agency holding companies, our large</p> <p>24 advertiser relationships. I also oversee our</p> <p>25 global sales enablement, go to market like</p>	<p style="text-align: right;">Page 153</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 2008 to 2011; is that right?</p> <p>3 A. That sounds right.</p> <p>4 Q. And just briefly, what were your</p> <p>5 responsibilities in that position?</p> <p>6 A. At WebMD, I started as a sales</p> <p>7 planner really like an assistant to</p> <p>8 salespeople. I moved on to manage sales</p> <p>9 planners and then transitioned into sales was</p> <p>10 the last role I had at WebMD.</p> <p>11 Q. And you worked at the Wall Street</p> <p>12 Journal from 2007 to 2008; is that right?</p> <p>13 A. Yes.</p> <p>14 Q. And what were your responsibilities</p> <p>15 there?</p> <p>16 A. More of the sales planner</p> <p>17 responsibilities, I was the assistant to the</p> <p>18 sales planner.</p> <p>19 Q. Let me ask you a little bit about</p> <p>20 Google's position in display ad tech, is that</p> <p>21 all right?</p> <p>22 A. Okay.</p> <p>23 Q. Which company has the largest</p> <p>24 publisher ad server?</p> <p>25 A. Google's DFP is far and away the</p>


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318 to 321

<p style="text-align: right;">Page 318</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 about last look, do you remember that?</p> <p>3 A. Yes.</p> <p>4 Q. Do you know whether Google has</p> <p>5 tried to do anything similar to last look</p> <p>6 after, quote/unquote, deprecating it?</p> <p>7 A. My understanding from speaking to,</p> <p>8 you know, I'm gonna -- we hadn't talked about</p> <p>9 which hat I'm wearing. I'm gonna talk about</p> <p>10 knowledge I've gained from talking to our</p> <p>11 inventory partnerships team who regularly</p> <p>12 interface with SSPs and publishers.</p> <p>13 My understanding was that the</p> <p>14 deprecation of the last look, which was</p> <p>15 essentially an unfair advantage over</p> <p>16 competing SSPs and prospective competing ad</p> <p>17 servers was a part of an effort to bring the</p> <p>18 SSPs into their open bidding program and open</p> <p>19 bidding was Google's competitive response to</p> <p>20 header bidding.</p> <p>21 And again, header bidding was the</p> <p>22 first -- first real threat Google's dominance</p> <p>23 in publisher ad serving in the SSP business</p> <p>24 had ever experienced. And so, Google saw the</p> <p>25 other SSPs starting to threaten their</p>	<p style="text-align: right;">Page 320</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 control the auction and ad selection process</p> <p>3 top to bottom. One of the tiny features of</p> <p>4 one of those products going away, so?</p> <p>5 MR. VERNON: So, I will give back</p> <p>6 to the universe however much time I</p> <p>7 have left and thank everybody,</p> <p>8 including, Mr. Dederick, the court</p> <p>9 reporter and videographer for sticking</p> <p>10 with us through a long day.</p> <p>11 THE VIDEOGRAPHER: It's okay with</p> <p>12 counsel to close out the video record?</p> <p>13 MR. VERNON: Yep.</p> <p>14 MS. PREWITT: Yep.</p> <p>15 THE VIDEOGRAPHER: We're off the</p> <p>16 record at 7:08 p.m. and this concludes</p> <p>17 today's deposition.</p> <p>18 Thank you, everyone, and have a</p> <p>19 great evening.</p> <p>20 (Time noted: 7:08 p.m. Eastern Time)</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>
<p style="text-align: right;">Page 319</p> <p>1 J. Dederick - Highly Confidential</p> <p>2 business and thought, how can we bring all of</p> <p>3 that control back into the Google ecosystem,</p> <p>4 how can we regain control of a market that</p> <p>5 appears to be getting a little bit outside of</p> <p>6 your sphere of control.</p> <p>7 And so, open bidding was the</p> <p>8 program where they brought all of the control</p> <p>9 back from the SSPs and literally started</p> <p>10 sending checks to their competing SSP</p> <p>11 partners and those checks are too big for the</p> <p>12 SSP not to say no to. So, open bidding</p> <p>13 essentially pacified those SSPs from</p> <p>14 continuing to threaten their dominance.</p> <p>15 Q. Does Google, quote/unquote,</p> <p>16 deprecating last look completely allay your</p> <p>17 concerns with Google's position in the</p> <p>18 Display ad tech's deck?</p> <p>19 MS. RHEE: Objection to form.</p> <p>20 A. No.</p> <p>21 Q. And just briefly, why is that?</p> <p>22 A. They have 90 percent share in</p> <p>23 publisher ad serving, they have the dominant</p> <p>24 SSP, they have the dominant DSP, they have</p> <p>25 the dominant advertising ad server. They</p>	<p style="text-align: right;">Page 321</p> <p>1 J. Dederick - Highly Confidential</p> <p>2</p> <p>3 J U R A T</p> <p>4</p> <p>5</p> <p>6 I, JOHN DEDERICK, do hereby</p> <p>7 certify under penalty of perjury that</p> <p>8 I have read the foregoing transcript</p> <p>9 of my deposition taken on JULY 28,</p> <p>10 2023; that I have made such</p> <p>11 corrections as appear noted herein in</p> <p>12 ink, initialed by me; that my</p> <p>13 testimony as contained herein, as</p> <p>14 corrected, is true and correct.</p> <p>15</p> <p>16</p> <p>17 _____</p> <p>18 JOHN DEDERICK</p> <p>19</p> <p>20 Subscribed and sworn to before me</p> <p>21</p> <p>22 This ____ day of _____, 20__.</p> <p>23</p> <p>24 _____</p> <p>25 NOTARY PUBLIC</p>

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322 to 325

Page 322				Page 324			
J. Dederick - Highly Confidential				J. Dederick - Highly Confidential			
-----I N D E X-----				C E R T I F I C A T E			
WITNESS: JOHN DEDERICK							
EXAMINATION BY: PAGE				STATE OF NEW YORK)			
MS. RHEE 7				: SS.:			
MR. VERNON 147				COUNTY OF RICHMOND)			
MS. RHEE 291							
MR. VERNON 317							
-----E X H I B I T S-----				I, CANDIDA BORRIELLO, a Notary			
TTD EXHIBITS				Public for and within the State of New York,			
				do hereby certify:			
NUMBER DESCRIPTION PAGE				That the witness, JOHN DEDERICK,			
Exhibit 1 The Trade Desk's Annual 8				whose examination is hereinbefore set forth			
Filings with the				was duly sworn and that such examination is a			
Securities and Exchange				true record of the testimony given by that			
Commission				witness.			
Exhibit 2 The Trade Desk, Inc., 32				I further certify that I am not			
Nasdaq Earnings Call				related to any of the parties to this action			
Transcripts				by blood or by marriage and that I am in no			
Exhibit 3 E-mail chain, Bates 41				way interested in the outcome of this matter.			
TTD_DOJ-GOOG23-0022648				IN WITNESS WHEREOF, I have hereunto			
through				set my hand this 4th day of August, 2023.			
TTD_DOJ-GOOG23-0022649							
Exhibit 4 The Trade Desk Reports 52				CANDIDA BORRIELLO			
First Quarter Financial							
Results							
Exhibit 5 The Trade Desk Q1 2023 55							
Investor Presentation							
(Exhibits continued on next page.)							
Page 323				Page 325			
J. Dederick - Highly Confidential				J. Dederick - Highly Confidential			
(Exhibits continued.)				ERRATA SHEET FOR THE TRANSCRIPT OF:			
Exhibit 6 The Trade Desk's Document 62				Case Name: US et al. Versus GOOGLE LLC			
titled Programmatic				Dep. Date: JULY 28, 2023			
Private Marketplace				Deponent: JOHN DEDERICK			
Training, Bates				Pg. Ln. Now Reads Should Read Reason			
TTD_DOJ-GOOG23-0000472				6			
through				7			
TTD_DOJ-GOOG23-0000487				8			
Exhibit 7 OpenPath Publisher Terms 74				9			
and Conditions, Bates				10			
TTD_DOJ-GOOG23-0001039				11			
through				12			
TTD_DOJ-GOOG23-0001052				13			
Exhibit 8 May 5, 2002 Press Release 85				14			
issued by The Trade Desk				15			
Exhibit 9 E-mail with attachment, 120				16			
Bates				17			
TTD_DOJ-GOOG23-0021505				18			
through				19			
TTD_DOJ-GOOG23-0021616				20			
Exhibit 10 E-mail chain with 267				21			
attachment, Bates				SUBSCRIBED AND SWORN BEFORE ME,			
TTD_DOJ-GOOG23-0009846				This__ day of_____, 20__.			
through				_____ Notary Public			
TTD_DOJ-GOOG23-0009892				My Commission Expires:_____			
Exhibit 11 The Trade Desk vs. Google 280							
document, Bates							
TTD_DOJ-GOOG23-0001954							
through							
TTD_DOJ-GOOG23-0001956							
Exhibit 12 Document, Bates 307							
TTD_DOJ-GOOG23-0001901							
through							
TTD_DOJ-GOOG23-0001908							

*United States v. Google LLC*Google's Errata Sheet for Google's Counsel's Questions in the
Transcript of the 30(b)(6) Deposition of The Trade Desk (John Dederick) (July 28, 2023)

Page	Line	Now Reads	Should Read	Reason
78	13	It then goes on hopefully to say	It then goes on helpfully to say	Transcription error
106	2	bid trading features	bid shading features	Transcription error
125	10	first price options	first price auctions	Transcription error
127	22	co-op predictive clearing	KOA predictive clearing	Transcription error
127	24	offerings	auctions	Transcription error
128	12	And when The Trade Desk built co-op	And when The Trade Desk built KOA	Transcription error
128	29	Desk intend to be	Desk intend it to be	Transcription error
129	6	When The Trade Desk built co-op	When The Trade Desk built KOA	Transcription error
131	10	multi queries	multiple queries	Transcription error
133	8	those efforts were not to cure header	those efforts were not to kill header	Transcription error
139	6	expressed consent	express consent	Transcription error
139	25	direct and expressed	direct and express	Transcription error
142	9	example enforcement	example of enforcement	Transcription error

I have read the transcript of the 30(b)(6) deposition of The Trade Desk and have listed all changes and corrections to my questions above, along with my reasons therefore.

Date: 9/5/2023

Signature: 

HIGHLY CONFIDENTIAL

ERRATA SHEET FOR THE TRANSCRIPT OF THE TRADE DESK

Case Name: In Re: Google Antitrust Investigation

Dep. Date: July 28, 2023

Deponent: Jed Dederick/The Trade Desk

Page	Line	Correction	Reason for Correction
235	17	Change “exchange is” to “exchanges.”	Transcription error.
235	20	Change “in” to “and.”	Transcription error.
268	25	Change “knowledgeable how” to “knowledgeable about how.”	Transcription error.
274	18	Change “imagine” to “image.”	Transcription error.
282	13	Change “were the” to “would’ve been”	Transcription error.
288	15	Change “ask” to “pass.”	Transcription error.
290	21	Change “the rule” to “Google.”	Transcription error.

/s/ Matthew E. Gold
Counsel for the United States

ERRATA SHEET FOR JED DEDERICK DEPOSITION TRANSCRIPT**Case:** United States vs. Google, 1:23-CV-00108 (E.D. Va.)**Witness:** Jed Dederick**Deposition Date:** July 28, 2023**Reporter:** Candida Borriello

Page	Line(s)	Transcript Text	Corrected Text	Reason for Change
8	5	Chief client officer	Chief Client Officer	Transcription Error
9	21	skim	skip	Transcription Error
10	7	Adam Chiu	Aaron Chiu	Transcription Error
25	20	it's a claim	it's a false claim	Clarification
31	12-13	that it's happened is, it is not	that it's happened, it is not	Transcription Error
50	25	as a supporter conduit	as a conduit	Clarification
51	5-6	The Trade Desk does view ourselves as a gateway	The Trade Desk does view itself as a gateway	Transcription Error
51	10-11	gardens and participate in a transparent and competitive marketplace and are willing to compete	gardens. The open internet is a transparent and competitive marketplace with companies that are willing to compete	Clarification
70	4	buying an add	buying an ad	Transcription Error
70	15	publisher at server	publisher ad server	Transcription Error
71	21	without usually without	usually without	Clarification
75	21	Thank you so match	Thank you so much	Transcription Error
90	11	DDP	DFP	Transcription Error
90	17	buy-side, only representative	buy-side only representative	Transcription Error
92	12	Tim Simms	Tim Sims	Transcription Error
98	5	The Trade Desk take rate	The Trade Desk's take rate	Transcription Error
98	9-10	And when we	And when he	Transcription Error
100	12	We a largely self-service	We are a largely self-service	Transcription Error
103	12	an advertiser know	an advertiser knows	Transcription Error
103	17-18	trade desk	Trade Desk	Transcription Error
106	2	bid trading features	bid shading features	Transcription Error
108	2	bid on supplies	bid on supply	Transcription Error
109	22-23	The Trade Desk operates just an enormous bunch of effort	The Trade Desk puts a lot of effort	Clarification
110	20	The Trade Desk does doesn't - - is	The Trade Desk is	Transcription Error
115	19	platform, they almost always going to	platform, they are almost always going to	Transcription Error
125	10	first price options	first price auctions	Transcription Error
126	25	was - - were	we were	Transcription Error

127	22	co-op predictive clearing	KOA predictive clearing	Transcription Error
127	25	Co-op predictive clearing	KOA predictive clearing	Transcription Error
128	12-13	built co-op predictive clearing	built KOA predictive clearing	Transcription Error
129	6-7	built co-op predictive clearing	built KOA predictive clearing	Transcription Error
132	25	can buy and ad	can buy an ad	Transcription Error
135	18	title wave across	tidal wave across	Transcription Error
137	20	an anonymized	a pseudonymous	Clarification
138	6-7	a party has to have consent	a party has to give consent where required	Clarification
138	23-24	one way to use consented for targeting	one way to use consent-compliant data for targeting	Transcription Error and Clarification
140	7	internet to collect consent	internet, who collect consent	Transcription Error
140	18	Well, there are a set of standards	Well, there are contracts and a set of standards	Clarification
142	5	unconsented way	non-compliant way	Clarification
143	7-8	the standards that we're asking them to	the standards that they agree to	Clarification
144	14	who can use ID2	who can use UID2	Transcription Error
151	17	Chief client officer	Chief Client Officer	Transcription Error
152	23-24	chief client officer	Chief Client Officer	Transcription Error
157	4	access to to drive	access to drive	Transcription Error
160	5	dominant exchange or in SSP	dominant exchange or an SSP	Transcription Error
167	20	describe that as a money as a monopoly	describe that as a monopoly	Transcription Error
172	13	what our clients spend and	what our clients spend on and	Transcription Error
178	24	that journalism is buying now	that journalism is dying now	Transcription Error
184	11-12	self-preferencing have good or done?	self-preferencing have, good or bad?	Transcription Error
185	5	self-referencing	self-preferencing	Transcription Error
190	12	where we here	where we hear	Transcription Error
192	10	Walled Garden	walled gardens	Transcription Error
221	14	buy via DV3670	buy via DV360	Transcription Error
224	13	our publically	our publicly	Transcription Error
226	22	at the publically	at the publicly	Transcription Error
228	7-8	chief client officer	Chief Client Officer	Transcription Error
264	13	UID	UID2	Transcription Error
264	23	gain consent and authenticate	gain consent where required and authenticate	Clarification
266	4	consented	consent-complaint	Clarification
269	9	the trade desk	The Trade Desk	Transcription Error
277	21	The Trade Desk was ranged	The Trade Desk was ranked	Transcription Error
278	22	You Tube	YouTube	Transcription Error
312	14	publically	publicly	Transcription Error

I, Jed Dederick, do hereby certify: that I have read deposition transcript dated July 28, 2023; that the changes and corrections to my transcript set forth above are necessary to render the same true and correct; that having made such changes, I hereby subscribe my name to the deposition. I declare, under penalty of perjury that the foregoing is true and correct.

Executed this 11th day of September, 2023 at New York, NY.
(City/State)

DocuSigned by:



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Jed Dederick